



State of Connecticut  
Department of Economic and  
Community Development

February 2, 2010

Dear Exhibitor/Vendor,

Thank you for your interest in exhibiting at the Connecticut Building during the 2010 Eastern States Exposition. This year the Eastern States Exposition will be held September 17 through October 3. We look forward to another exciting year showcasing various Connecticut products and services at the Connecticut Building.

A selection committee will be reviewing all applications received.

This year the selection committee will look favorably on applications that:

- enhance Connecticut's image as an excellent place in which to live, work and play,
- demonstrate the strength of Connecticut's economic diversity, agriculture and heritage,
- showcase Connecticut products, and
- help make visits to the Connecticut Building an enjoyable and memorable experience.

Please be sure to fully complete all application materials and return them by April 1, 2010 to my attention at the Department of Economic and Community Development, 505 Hudson Street Hartford, CT 06106.

If you have any questions please feel free to contact me at (860) 270-8035 or Nick Karas at (860) 270-8206.

Again, thank you for your interest.

Sincerely,

Stuart M. Fitzgerald  
Director of Operations

# **The Connecticut Building at the Big E**

*September 17 – October 3, 2010*

## **Application for Exhibitors and Vendors**

Your name \_\_\_\_\_ Title \_\_\_\_\_

Company name \_\_\_\_\_ Tax ID# \_\_\_\_\_

Mailing address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

E-Mail address \_\_\_\_\_

Phone (    ) \_\_\_\_\_ Fax (    ) \_\_\_\_\_

1. Provide a detailed description of your product. You may include a non-returnable photograph, catalog sheet, brochure or sample. If you are a returning vendor or exhibitor, you may skip 1 and 2, and go to 3.
2. Each exhibitor and vendor is expected to create a lively, eye-catching exhibit. Provide details of your proposed space layout of your exhibit. The exhibitor and vendor selection committee will evaluate 2010 applications based on your description of how your exhibit:
  - a) enhances Connecticut's image as an excellent place in which to live, work and play,
  - b) demonstrates the strength of Connecticut's economic diversity, its agricultural life and its heritage,
  - c) showcases Connecticut products, and
  - d) helps to make a visit to the Connecticut Building an enjoyable experience.
3. Returning exhibitors and vendors in the Connecticut Building are asked to specify how your 2010 booth will be different from last year.

Please note the following:

A variety of booth sizes may be available. Size 10'x 10' and 10'x 20' are typical. During the exposition the Connecticut Building is open from 10 am to 9 pm daily. All exhibitors and vendors booths must be staffed by 2 people during public hours. The Connecticut Building includes for-profit and not-for-profit participants. Rates and terms are determined by the type of business entity and location of display areas throughout the building. Exhibitors and vendors are allowed to sell only products approved by the building manager. All signage must also be pre-approved.

Exhibitors and vendors should review the Eastern States Exposition "Statement of Purpose" which is found at the organizations website at [www.thebige.com](http://www.thebige.com).

Questions regarding the application process can be directed to Stuart Fitzgerald at (860) 270-8035 or Nick Karas at (860) 270-8206.

Signature\_\_\_\_\_ Date\_\_\_\_\_

Print Name\_\_\_\_\_

Company Name \_\_\_\_\_

Please sign and return this application form with all attachments to:

Stuart M. Fitzgerald  
Department of Economic & Community Development  
505 Hudson Street  
Hartford, CT 06106

***Please note that all applications must be received by April 1, 2010.***